

***IN THE UNITED STATES PATENT AND TRADEMARK OFFICE***

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In re application of: Rowe et al.

Atty Docket No.: IGT1P048/P000537-002

Application No.: 10/066,176

Examiner: Arthur D. Duran

Filed: February 1, 2002

Group: 3622

Title: UTILIZATION OF SINGLE RELATIONAL  
POLYMORPHISM FOR DATA ANALYSIS AND  
TARGETED MARKETING

Confirmation No.: 2727

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I hereby certify that this correspondence is being transmitted electronically through EFS-WEB to the  
Commissioner for Patents, P.O. Box 1450 Alexandria, VA 22313-1450 on March 10, 2011.

Signed:       /Mary Deauclaire/        
Mary Deauclaire

**AMENDMENT**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This is in response to the non-final Office Action dated December 16, 2010. Please  
amend the above-identified patent application as follows:

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks** begin on page 5 of this paper.